MAR 7- 1917

LIBRARY OF THE
HORTICULTURAL SOCIETY OF N. Y.
598 MADISON AVENUE
NEW YORK

1916 - 1917

TWENTIETH CENTURY FRUITS

At this date, November 15th, there have been grown and shipped out of the State of California *this season ONE MILLION, ninety-two thousand, two hundred and fifty-six crates* of plums and cherries alone of varieties which were created on my own grounds, *besides* one large shipping firm which could not make a variety report. Need more be said in regard to the value of my horticultural creations?

Some *SEVEN MILLION BUSHELS* of *Burbank Potatoes* were also grown here this season, and unnumbered carloads of *Rhubarb, Prunes,* and other horticultural products can be added for good measure.

LUTHER BURBANK
Santa Rosa, California

Burbank's Experiment Farms

SHOUT
SHARE
IT
WAKE

PRICES

The time and expense involved in the production and introduction of these new fruits have been great, as those acquainted with the facts are well aware, but it is my aim to place these new varieties in the hands of growers as quickly as possible and at as low prices as are consistent with sound business, in at least, partially repaying for their production and introduction. The expense of properly packing a tree or two for safe delivery to my customers is almost as great as that for packing twenty or a hundred trees. No charges for packing are made on any of these trees.

Today they are ours, tomorrow they may be yours. Order at once, for the very good reason that the stock of most of these varieties is quite limited and the unusual demand and good prices received for good shipping fruit insure a large demand for these trees this season.

SELECT GRAFTING WOOD of the new fruits mentioned in this list can be supplied in limited quantities at any time before January 15th. Four feet of grafting wood for the price of a tree of the same variety, or one foot for one-third the price per tree. Special low prices for larger lots while available. Good well-ripened wood and good measure. Terms Cash.

MAR 7- 1917
RETURN TO POMOLOGY
SECTION OF NOMENCLATURE.

Twentieth Century Fruits

THE TREES offered in this list are *absolutely new creations. None like them ever before existed on this earth. All* are *early bearers,* in fact, hundreds of *the very trees offered you this season,* though only one year old, *have borne delicious fruit freely during the past summer all along the nursery rows.* It took more than twenty years to instill this character of early and perpetual bearing into these trees.

"How to Judge Novelties, look to their source," and also *if possible purchase direct from the originator,* as many new trees, plants, and seeds are grossly misrepresented by a few dealers who trade on the reputation of reliable firms, often doing a thriving business by selling trees and plants in localities where they very well know that they can not thrive; this and the substitution of inferior or wholly worthless trees or plants under the name and reputation of good ones has been, and is now being carried on persistently and systematically by several parties who victimize those who deal with them by trading on the reputations of reliable firms and good trees.

It should be the duty and privilege of every good citizen to aid in exposing and routing all who are obtaining money under these false pretenses.

Having been in business almost forty years, millions of trees raised in my establishment are now bearing fruit, not only in the Western United States, but everywhere on earth where the sun shines and trees can be grown. Customers do not complain that the varieties which I have sent out are not as represented. Does this record mean anything, and is it surprising that such a reputation should be worth trading on? *Counterfeit coins are not counterfeited—it is the genuine ones that are misrepresented.*

In presenting this list of fruit trees, I wish to thank the friends and customers who have in some cases been purchasers for forty years or more. It is exceedingly pleasing to know that the trees produced in and introduced from this establishment have now become *Standards in every country,* bearing fruit by carloads in the Eastern, as well as in this Western Hemisphere, and in the Southern as well as in this Northern half of the world. No one who knows them questions their value, and perhaps nothing during the past century has more influenced the trend of horticulture, or has tended more to remove horticulture from a small branch of agriculture to a veritable science by itself.

A New Prune—The "Standard"

This is without doubt the best combination drying and shipping prune ever grown; ripens September 1st and has been kept *fully a month in good condition* in a basket in an ordinary living-room during our warm Fall weather, and can be shipped when *dead ripe* with success to any part of the United States. And the *final* test *as a prune* is that when dipped as usual the result is a big quickly dried prune of *better quality* than any ever before known. I have no other and know of no other prune which compares with this in its wonderful combination of good qualities.

Description by Prof. E. J. Wickson: Freestone, Pit small, 5/8"x3/8". Flesh yellowish, melting, fine grained; very juicy and sweet. Skin dark blue—sub-color dark red, medium texture.

ANALYSIS

	The "Standard"	*Average French Prune*
Average weight in grams	49.7	23.6
Number per pound	9.1	19.1
Flesh, per cent	96.5	94.2
Pit, per cent	3.5	5.8
Sugar, per cent	18.9	18.5

(Signed) G. E. Colby,
Professor Chemistry State University.

By analysis it will be noticed that it excels the French Prune in every point. (The analysis this season gave a still greater per cent of sugar and the fruit averaged even larger.)

Trees, one year, 60c; three, $1.50; ten, $3.

"Perfect in shape and color, as well as all that could be desired in size, it is rightly named *'Standard'*."—J. T. G., Morgan Hill, Cal.

"The best prune when cooked that I ever tasted."—Judge S. F. L., San Jose, Cal.

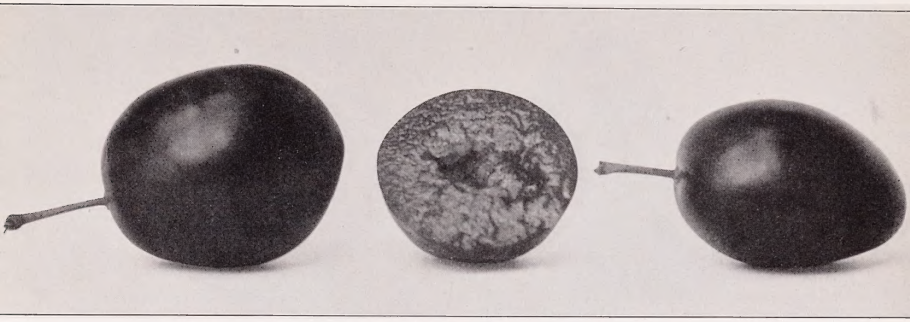
"This prune (the *'Standard'*) is truly delicious. I have never eaten anything more delicious in my life."—J. L. N., Menlo Park, Cal.

New Stoneless Prune—The "Conquest"

There has been known for several hundred years a wild plum, an unproductive thorny bush, which bore insignificant acrid, bitter, wild berry-like fruits with only half or two-thirds of a stone. Years ago we had this hunted up in Europe with the plan in view of producing really stoneless plums and prunes. The labor and expense incurred in these experiments have been enormous, but among thousands of seedlings, one really good stoneless prune was produced and is here offered for the first time in the history of this earth.

The *tree* is a vigorous, healthy, rapid grower, and unusually productive. The *fruit* is very similar to its civilized parent, the common French prune, in form, size, color, and golden sweet rich flesh. The stone has been eliminated wholly with the exception of a tiny speck. The fruit is so very valuable and the tree so very productive that I have consented to introduce it this season. Ripens with the common French prune and is in all respects very much like it in size, quality, and appearance.

Trees, one year, 60c; three, $1.50; ten, $3.



"CONQUEST" PRUNE

A New Cherry—The "Burbank"

The earliest of all large cherries. The largest of all early cherries, and not only the best of all early cherries, but unsurpassed by any cherry of any season.

The *"Burbank"* brought in the Eastern States, at the wholesale public auction sales in 1908, *fifteen dollars per ten-pound box,* and seven dollars and fifty cents per ten-pound box later in carload lots, and in 1909 sold again in Philadelphia at the fabulous price of *Thirty-One Dollars* per box of ten pounds. *Just three dollars and ten cents per pound wholesale.*

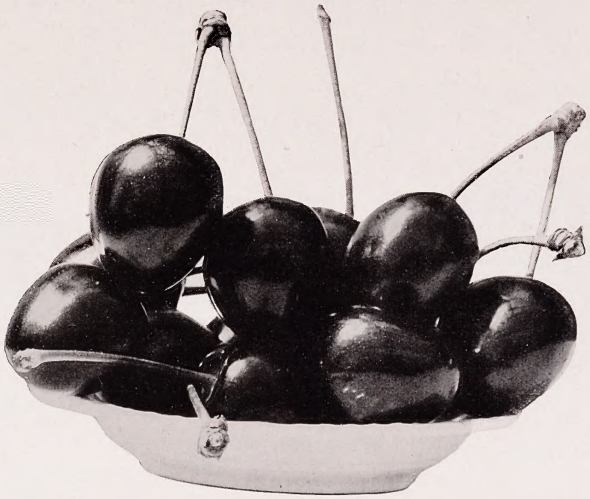
The *trees* are models in form, vigor, and never-failing productiveness.

The *foliage,* which is of unusual size, is so placed that the *fruit* is fully protected from birds and cracking by late Spring rains.

The fruit is extremely large for an early cherry, attractive deep crimson color, and of superior quality.

The *"BURBANK"* is THE early cherry.

Trees, one year, each, 75c; three, $1.75; ten, $4.



"BURBANK"
(Nearly Natural Size)

A New Cherry—"Abundance"

Seedling of Napoleon (Royal Ann).

Tree a strong grower and an early and never-failing bearer of very heavy crops. Fully twice as productive as its parent—in other words, one-half acre of ABUNDANCE trees will produce as many boxes of marketable cherries as an acre of "Royal Ann."

Fruit large, handsome, firm, fine form and color, sweet and delicious, never cracks. *Better in all respects than Royal Ann.* When canned, in appearance and flavor wholly unequaled. The very best, most reliable, and most productive late cherry for shipping. Ripens one week later than "Napoleon," just right for the canners.

Trees, one year, 75c; three, $1.75; ten, $4.

A New Cherry—The "Giant"

The largest cherry in the world. Four cherries weighed one ounce, and eleven well grown fruits measured, side by side, twelve inches. Has an extremely small pit with a maximum of flesh.

This enormous cherry outclasses all others in its combination of size, quality, and productiveness. The fruit is glossy black, rich, sweet, delicious, being much more productive, a week earlier, handsomer, and better than "Bing," which has heretofore been classed as the largest black cherry.

Foliage large and heavy, tree rapid, sturdy, well formed grower, with very large wood. Ripens in California about June 20th.

Trees, one year, 75c; three, $1.75; ten, $4.

New Hybrid Plum—"Geewhiz"

One of the most delicious of the many seedlings of my hybrid "America" which, with "Gold," was introduced in 1898. This and "Gold" —both of which originated on my farms—were the first hybrids ever produced by crossing the American and Japanese species of plums. Both have proved as hardy in the far North as the natives, and being much larger and handsomer, have been widely grown. "GEEWHIZ," while inheriting all their good qualities, is larger, handsomer, and incomparably more delicious. No plum now known surpasses it in quality.

Fruit globular, two inches in diameter, crimson blush with numerous crimson dots on yellow ground. Flesh firm, pale amber, apricot-like in texture. Exquisitely rich, freestone, good keeper, ripens early—July 25th to August 10th.

Trees, each, $1; two, $1.75; ten, $7.

New Plum—The "Gigantic"

This is the most remarkable plum in size ever produced, being the largest plum on earth. It is a good keeper and is green in color, until ripe, when it turns a clear lemon yellow. Nearly freestone. The flesh is a lemon yellow and is sweet and fine.

A delightful plum when fresh and of excellent quality when canned or cooked; canning firm and white. Ripens from August 20th to September 15th.

Trees, one year, 60c; three, $1.50; ten, $3.

A New Hybrid Plum—"Choice"

Another America Seedling.

Tree enormous upright grower and great bearer.

Fruit globular, above two inches in diameter, pure lemon yellow, clingstone. Flesh, golden yellow, firm, rich, subacid, superlatively handsome, extra good keeper, and no doubt will be one of the best of plums for shipping as well as one of the hardiest trees known. Ripe, July 25th to August 5th.

All these three new America wonders have been fully tested through the past seven years, and will be found to fill the descriptions above to the letter. No *hardy* plums ever before offered have equal quality, size, beauty, hardiness, and productiveness in combination.

Trees, one year, 60c; three, $1.50; ten, $3.

The "Formosa" Plum

Unusually large, thick, healthy, light green foliage; strong, hard, wiry wood; blooms with the Burbank and Abundance and always escapes Spring frost, and always bears profusely, even when continuous rainy weather prevents full pollination in most other plums. No disease has ever found lodgment with the Formosa. The fruit is of uniform large size, averaging about six inches in circumference one way to eight the other. Fruit yellow with a pale bloom until nearly ripe, turning to a clear rich red. Flesh pale yellow, unusually firm, sweet, rich, delicious, with a delightful apricot flavor, nearly freestone. Formosa has been thoroughly tested for its keeping qualities. This is the plum which commands an extra price.

Trees, one year, 60c; three, $1.50; ten, $3.

A New Plum—"Callao"

A very large, deep purple hybrid plum. Flesh yellow. Sweet, rich. Freestone. Ripe August 10th. Good grower and productive.

Trees, one year, 60c; three, $1.50; ten, $3.

A New Plum—"Zulu"

A very large hybrid plum ripening after most of the others are marketed. Dark purple. Crimson flesh. Firm, rich, delicious. None better. Ripens here September 10th and remains in good condition until September 25th. A superior home and shipping plum.

Trees, one year, $1; three, $2.50; ten, $5.

New Plum—"Discovery"

Very much like "Climax," but earlier, larger, and superior in quality. Color, dark crimson. Flesh firm, rich, sweet, rosy crimson color. Tree a strong grower and good bearer.

Trees, one year, 75c; three, $1.75; ten, $4.

New Plum—"Home"

One of the most remarkable of all my Japanese hybrid plums, because of the symmetrical rapid growth of the tree and its never failing productiveness of large, salmon colored fruit with crimson blush. Flesh lemon yellow, rich, sugary, superior, but not suited for shipping long distances. One of the most profitable home and near market plums.

Trees, one year, 75c; three, $1.75; ten, $4.

"Santa Rosa" Plum

This has received a gold medal for its great beauty and superior quality and is too well known to need special description. One of the very best and most popular of all the shipping plums.

Trees, one year, 60c; three, $1.50; ten, $3.

"EPOCH" PLUMS

A New Hardy Plum—"Epoch"

"Epoch" should be one of the hardiest of all known plums, as it is a cross of the Western Sand Cherry (Prunus Besseyi) and America plum, both being about as near "Arctic" plums as can be mentioned.

The *tree* is a compact grower, dwarf, with dark brown wood, which always, without fail, produces ropes of *fruit,* each fruit one and a half inches in diameter, beautiful crimson, with shades and dots of yellow. Flesh pure deep yellow, firm with a rich cranberry flavor, but sweeter, and when ripe very good. Ripens August 15th. The youngest, as well as the oldest, trees literally cover themselves with fruit, which keeps remarkably. Probably the most productive and best of all the "Iron Clad," *extremely hardy* dwarf plums.

Trees, one year, 60c; three, $1.50; ten, $3.

A New Plumcot—The "Apex"

The Plumcots are absolutely new fruits, first produced on my farms some twenty years ago. A great amount of care and expense have been expended on them since and now I have the pleasure of offering one of these which will be widely grown in all countries where apricots or plums can be grown. *This wonderful new fruit ripens with the very earliest of all the early plums, long before any other good plum or apricot* (here June 15th), which would bring its season about three weeks earlier inland. The *tree* is a stout, compact, upright grower and has never failed to carry a full crop, even where apricots of all kinds can not be grown and in seasons when many plums were failures. The

"APEX" PLUMCOT

fruit is extremely handsome and very large for an early fruit, globular, five and one-half to six inches around each way, beautiful deep pink or light crimson; freestone; flesh honey-yellow, firm, rich, aromatic, apricot-like; unequaled in its combination of size, beauty, productiveness, and quality by any other early fruit of any kind.

Trees, one year, 60c; three, $1.50; ten, $3.

The New Apple—"Goldridge"

A seedling of the Newtown Pippin, but ripens soon after the Gravenstein in the Fall and is in best condition for two months or more. Fruit averages about as large as apples ever grow and as smooth and perfect as if turned in a lathe. Quality, for any purpose for which apples are ever used, surpassingly fine. Has been almost universally pronounced the best apple ever produced. Pale yellow with a crimson blush on the sunny side.

Price, one year, 60c; three, $1.50; ten, $3.

The Burbank Thornless Blackberries

These thornless blackberries produce when well established, enormous quantities of firm, sweet fruit. The vines are just what all berry growers and berry pickers have wished for and waited for during the past one hundred years. The production of new thornless berries has been very expensive of time, thought, and labor, and I have taken peculiar pleasure in offering them to growers. No one who has not worked among them can imagine the sense of perfect security from ugly wounds which all other blackberries are prepared to inflict. I am still at work improving them, but am happy to offer two varieties which produce great quantities of large, sweet, luscious fruits. They ripen later in the fall than most berries and are unlike the common blackberry which produces a multitude of unnecessary suckers. These grow only from tips. Both of these here offered are as free from spines as a silken thread, making them, owing also to their firmness and rare keeping qualities, altogether the most desirable of all berries for home use or for market. "SANTA ROSA," the earliest of the two, and "SEBASTOPOL," a few days later and possibly slightly larger.

Each, 50c; both, 90c; ten of either or both, $3.

A New Himalaya Berry—The "Superb"

The well known "Himalaya" introduced by myself some twenty years ago is proving to be of inestimable value. Thousands of acres are now in bearing and it has been found to be the *most productive of all berries,* as well as the *best keeper,* by careful test at one of the United States Experiment Stations. These facts are so well known

that particulars need not be given here. The new berry, "*Superb,*" is the *best result* of *eighteen more years* of the growing and selection of seedlings, and it is by far the most highly flavored, sweet, and delicious blackberry grown and is larger and more productive even than the well known "Himalaya."

Strong yearling plants, $1.00; three, $2.00; strong rooted tips, 60c; three, $1.25.

New White Blackberry—"Snowbank"

This new berry is a seedling of "Iceberg," sent out several years ago, the first white blackberry ever produced, and is a great improvement on that variety in size, quality, and especially in productiveness. Both of these new white blackberries are too soft for market, but are very unique and pleasing for home use and of excellent quality.

Each, 75c; three, $1.50; ten, $3.

A New Strawberry—"Exquisite"

A new departure in hybrid strawberries. Unusually vigorous productive plant, making just the right quantity of vigorous runners. Fruit large, conical, sometimes flattened. Very delicious. A berry with a delicious wild strawberry flavor for every home. Does well on rather poor sandy soil.

Ten, 50c; twenty-five, $1; one hundred, $3.

A New Ever-bearing Strawberry—"Abundant"

A new ever-bearing strawberry of extremely large size which produces bright pink conical berries more or less all Summer. This is a berry of unusual size, but is not equal to "Exquisite" and some of the more highly flavored varieties.

Ten, 50c; twenty-five, $1.

Besides the above new strawberries, we have a few plants of "Superb," "Richmond," "Prosperine," and "Francis," all highly recommended Eastern varieties which produce berries constantly throughout the season. "Francis" is especially productive. None of these produce many runners.

Ten, 50c.

Australian Fruiting Passion Vine

This Passiflora is hardy in the larger part of California and produces quantities of fruit the size of duck eggs, with a hard shell. This fruit is very highly prized in Australia, New Zealand, Africa, and other

countries and is shipped to England, where it brings fancy prices on account of the exquisite flavor of this most unique fruit.

Each, 40c; three, $1; ten, $2.

Strawberry Guava

This is barely hardy at Santa Rosa and can be grown all along the Coast where the ground does not freeze more than one-half to one inch in depth. The variety which I offer is astonishingly productive, the plants producing almost a solid mass of fruit from root to top. This fruit is about an inch in diameter, pale yellow in color, and is much prized for jellies.

Small plants, each, 25c; three, 60c; ten, $1.50; hundred, $8.

Myrtus Ugni—Improved Chilian Myrtle

This is the best wild fruit which grows in Chile, the size of very large huckleberries; bronzy red, spicy, and fragrant. Produced in greatest abundance on handsome evergreen shrubs two to three feet high. Hardy throughout most of California.

Each, 40c; three, $1; ten, $2.

A New Asparagus

If any more delicious vegetable than crisp, well grown asparagus has been invented, tell us about it. And yet people who buy it in the markets seldom, if ever, get the best in its best condition. If you possess half a square rod of ground almost anywhere under the sun, you can produce a daily supply of this most healthful vegetable for a family for several months at so little care and expense that you will have good reason to laugh. Thoroughly fertilize the space allotted, spade deeply, add more fertilizer and spade again, making the soil rich, deep, and fine. The bed should be a little raised above the paths when finished. Plant the young plants four inches under the surface, placing them eighteen inches to two feet apart. Do not cut the stalks the first season if you desire best results for the *next fifty years,* during which with very little care, never-failing crops will be produced. Many years ago I produced and introduced a new large, white asparagus, which excelled in flavor all others known. In the passing years since, even this has been greatly improved and I now for the first time offer this, the best asparagus ever grown.

The "Quality"

This produces very large, sweet, light colored stalks which will be a delight to all who grow or use it. You will find that it is "not like other asparagus."

Yearling plants, ten, 75c; twenty-five, $1.50; hundred, $5. Select two-year-old plants, ten, $1.50; twenty-five, $3; hundred, $8.

Burbank's Giant Perpetual Rhubarb

I can offer a very few plants of this most desirable of all rhubarbs for mild climates.

Each, 60c; three, $1.50; ten, $3.

Several other choice varieties at 50c each.

Artichokes

Can only offer selected seedlings from a choice standard variety this season. Each, 25c; six, $1; ten, $1.50.

The New Asters

For many years I have been greatly interested in the American Asters. The wild ones grow in every State of the Union, and, though they have smaller blooms, less highly colored than the improved China Asters, yet the flowers are produced a hundred times more abundantly and have fully as charming tints, and the plants can be grown anywhere with almost no care or attention and, best of all, are hardy everywhere and do not have to be renewed each season, but last over from year to year. They are greatly prized in Europe and are rapidly becoming so in America. I have always admired the changing tints of the wild ones when crossing the continent anywhere in the Fall, but their wonderful decorative beauty is never fully appreciated until brought under scientific development through the skill of the plant originator.

During the past twenty years magnificent new varieties have originated on my farms. Among these are new pure deep *crimson* ones with greatly enlarged flowers and snowiest white ones growing thickly along the numerous long slender branches, making wreaths of beauty for decoration; these are plants growing six feet in height and as much across, with ten thousand flowers each; others with the most rare and charming tints of pale and dark blue lavender and purple. I have given names to a few of these most decorative of all Fall blooming plants and take great pleasure in offering for the first time this season these new beauties. They surpass any before offered anywhere.

"Wreath of Snow"

Wonderful bloomer; snow white flowers in most graceful wreaths; height six feet.

"Crimson Cloud"

This may almost be called semi-double, as the petals are so thickly arranged about the yellow disc; flowers very large and pure *crimson.* This color is new in this class of plants. Height two to three feet.

"Desert Sunset"

Large lavender blue flowers with a faint tinge of purple. Height four feet.

Any one of these, each, $1; the three, one each, $2.50; ten, your own choice of each, $6.

Golden Rods

The Golden Rods, too, grow in every State and have received my most careful attention and, from an extensive collection which has been under observation and improvement for years, I have produced two varieties which are unusually desirable. These, like the asters, are perennial. Both may be readily increased each season by division.

"Pale Gold"

Unusually large, graceful clusters of pale gold or lemon yellow flowers in abundance. Height three and a half feet.

"Golden Fluff"

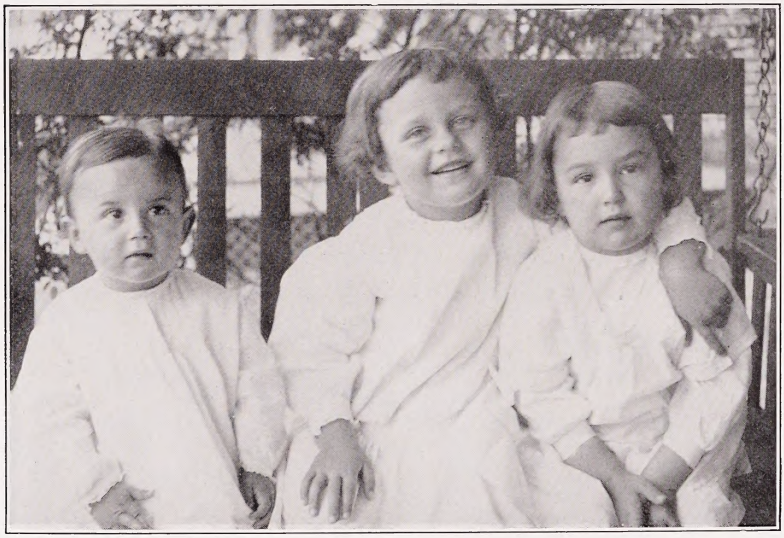
Deep yellow fluffy flowers like great clusters of ostrich plumes. Height three feet.

Each, 25c; both, 40c; ten, $2.

The "Square" Plant—(Silphium lanceolatum var.)

A greatly improved variety of a native, hardy, easily grown, perennial growing four to six feet in height and very much resembling a sunflower except that the stalks are sharply *square* instead of round. The flowers are yellow and about four inches across. Well grown stalks make light and unique *square* canes.

Roots, each, 25c; three, 50c; ten, $1.



These and Ten Million Other Little Folks Thrive on Burbank Fruits and Vegetables

THOMAS A. EDISON, LUTHER BURBANK, AND HENRY FORD